



Process Improvement in Customer Relationship Management

Project background

The sales team of our client wanted to increase revenue. Senior executives favored buying a new CRM solution which has a top reputation on the market and which also comes with the top price tag. The CIO suggested an assessment should be performed in order to qualify the buying. A business process assessment has been requested. Synspace has been selected to complete the assessment and suggest next steps.

The client

Our client is an ICT company located in Switzerland and selling IT hardware and software to multi-nationals and public entities. Our client has approximately 100 employees and is rapidly growing.

Challenges

Our client wanted a CRM solution without having conducted a complete business requirements study and without knowing the needs of the sales team. We had a mandate to identify business processes and determine the steps to follow, in order to increase revenue.

A five step plan was created. It included:

- Identify the difficult business process.
- Determine process improvements.
- Identify and assign process owners.
- Implement quick hits to improve processes.
- Develop a plan for continuing process review.

Project scope and the role of SynSpace

SynSpace conducted a quick scan and an assessment of the sales team no need for a new CRM solution.

SynSpace explained how getting the right people and identifying the right processes would lead to dramatic improvement in revenue generation without buying a new expensive processes. We found out that there was

Results

A CRM solution was not needed to tighten control or improve the revenue generation cycle. A business process improvement project clearly identified the business requirements for IT. The existing technology base worked and could be re-used in a new way to better meet the business needs.

All it took to markedly improve the business process was to look at them in detail, work with the process owners, and then fine-tune what was already there. Everybody worked to identify the problems and create usable solutions.

Measurable business value

- Prevent a total investment of CHF 400'000.-
- Order average mean time has been reduced from 36 hours to 24 hours.
- Internal sales team has been reduced from 11 to 8 FTE (Full-Time Equivalent) due to improved sales process.
- Percentage of bad delivery has been reduced from 1% to 0.5%.



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